

# Progress Toward Filling City's Draft Quota

## Men in Draft Must Face Test To-day

Five Days' Notice to Eligibles Has Expired in Two Local Districts

Boards 142 and 154 First to Issue Call

"Conscientious Objector" Passes, but Will Refuse to Fight

This is the day when Uncle Sam—who, you might say, has just been beckoning up to now—actually reaches out and begins to scoop out of New York's streets the men he needs for the trenches.

In two exemption districts of the city—the 142nd and the 154th—conscript becomes a tangible and an inescapable fact to about 250 registrants. These, because the local boards for the districts scissored away a considerable amount of red tape and posted their notices of call last Friday night, will be the first men to report for physical examination in obedience to the War Department order.

Those who have appeared before other boards thus far have gone rather in the spirit of volunteers, waiving the five-day notice to which the draft regulations entitle them. The men who go up for examination to-day do so because they either must go or else stand in defiance of the law.

**"Pansy Gang in Line"**

The territory of Local Board 142 takes in much of Yorkville, and among the registrants due to appear for examination are many young lawyers and business men. But a good share of those who pass through the medical mill in Public School 77, at Eighty-first Street and First Avenue, where the board has its headquarters, will come out of that river front district over which the "Pansy Gang" holds sway.

Local Board 154, which is required to supply only 100 men toward the

### Fruit preserved now will vary the family menu next Winter and take the place of expensive foods

## SAVE THE FRUIT CROP

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown



Sold in 2 and 5 lb. cartons and in 5, 10, 25 and 50 lb. cotton bags.

## Flimsy Exemption Appeals Weary Draft Examiners

Unique and Ingenious Excuses the Rule Rather Than the Exception—One Officer Actually Startled When Youth Declares He Is Ready to Go

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"None whatever!" rang out the unexpected answer, and the man at the desk laid down his pen and stared with frank curiosity at the unburdened youth before him. He couldn't believe his ears. Could it be possible that here was one physically fit man who didn't have at least one wife and child to support, not to mention sisters-in-law and half cousins?

But the boy was nodding an eager confirmation of his words, and the officer jumped to his feet, seized the young man's hand and wrung it vigorously. The crowd cheered feebly, and the boy took to his heels. He was Thomas Hollingsworth, Jr., of 540 West 142d Street, and was one of the few men examined by Board 145 who have not claimed exemption.

**Most Men Claim Dependents**

Most men who are claiming exemption are doing so on the grounds of dependent families, of course, but there have been those who have unique reasons of their own. There was one ingenious man who appeared before Board No. 20, in The Bronx, to talk over his chance of exemption.

"It would interfere with business so much," he explained laboriously. "I've got a button business, you know, and I gotta stay right there or nothin' happens. I can't see how I could go to war," he shook his head soberly, "that business would go to the dogs. No, I ain't got a family, but I gotta watch that business."

A much perturbed head of a household came rushing to the same board in behalf of his son.

"He's got a swell up nose," he offered, "and he's a saint to come out himself. But he can't go to war with that nose, can he? Can't you do something, mister?"

When it was explained that the bulbous nose would be the chief exhibit necessary to secure the desired exemption, the father beamed.

"Oh, then, he'll come over. It's an awful looking nose, but he don't like people to laugh at it."

**Germans Claim Exemption**

Then there are the naturalized Germans, who don't want to fight because they have cousins in the German army or because they are frankly "alien enemies." But Uncle Sam as father confessor is intrusted with more than the business aspirations or patriotic motives of American citizens—he is burdened even with the secrets of their love affairs. That of the sleek, prosperous young Jew, for example, who appeared before his board in an agony of apprehension.

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not having been exempted, and some time, probably in September, a soldier will be sent to the front and they will be tried by a court martial. The same court martial proceedings will be meted out to those who permit themselves to be examined, but refuse to serve.

"Just what punishment the court martial will dole out is a mystery. We have made every effort to induce Secretary Baker to tell. He has always replied that it will be announced later. Our belief is that the government intends to establish detention camps for objectors, and that the court martial will send convicted men there. This is the system followed in England, where the detained men are permitted to go home once a week."

**Heat Crazed Horse, Dying in Street, Bites Policeman**

While attempting to relieve a horse overcome by heat in front of 512 West 145th Street last night Patrolman William Cummings, of the West 152d Street Station, was severely bitten on the right index finger. The horse died. The patrolman was by Dr. Beaser of 540 West 144th Street.

**Objectors to Draft Expect Court Martial**

Think They Will Be Sent to Detention Camps for Refusing to Serve

Just what will happen to conscientious objectors if they resist being drafted was explained yesterday by the Civil Liberties Bureau, 70 Fifth Avenue. Roger M. Baldwin, the director, who has enrolled 3,500 objectors in New York, and has established legal aid bureaus in various cities, after consulting with Secretary of War Baker, said:

"Objectors will fall into two classes: First, those who respond to the call for physical examinations before the local exemption boards and there announce their refusal to serve, will be prosecuted in the civil courts, and, if found guilty, will be imprisoned for one year.

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**Denounced as Disloyal**

Senator La Follette, in his telegram, said:

"In these days whenever an American citizen presumes to question the justification, either in law or morals, of our participation in the European war, he is at once denounced by the war party and the war press as disloyal to the country."

"It is the citizen's duty to obey the law until it is repealed or declared unconstitutional. But he has the inalienable right to fight what he deems an obnoxious law or a wrongful public policy, in the courts and at the ballot box. This carries with it the right of free open public discussion through the press and from the platform of all of the issues involved in the election which the ballot is to determine."

"The citizen should begin to work

**Mother Pleads for Son**

A little scrap of a woman came in, sobbing quietly.

"It's about Jimmy," she said. "He's my youngest, just twenty-one, and him and my lame boy is just keeping us all together—their invalid sister and me. Jimmy wouldn't last a minute on the battlefield, missin', he's so nervous, but he's afraid they'll call him a snicker, and he's bound to go. His father died of paresis, and Jimmy's just like him. Oh, dear! Couldn't something be done about him?" The little woman squeezed her hands together as the tears streamed down her face, and then she smiled wanly.

"Sense me, man, but I don't seem to be able to help crying all the time. We all feel so bad about Jimmy."

But if some women are seeing the hardship and the hurt of war, there are others who are entering it almost exuberantly. The Italian wives and mothers, particularly.

"My Angelo, he go!" proudly announced one who came in with her five children. "My father fight, and come home with do beeg medals all over. Angelo go over and get medals, and little Angelo he grow up and say, 'My father fight in de war.'"

**This Husband the Dependent**

Another one grinned widely when asked by a board member if she would sign an affidavit that she was not dependent on her husband.

"I work all the time," she said. "He never work. War good for him. Let him go! Sure! I get along!"

The boards that have not yet begun to examine have a fair notion of what to expect in the exemption line, however, from the registration cards. But the greatest trial of all is in store for the board which has to examine a man who naively wrote on his registration card that he claimed exemption because he was insane.

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## How to Tell if You Are Called By Your Board for Examination

The following selection boards in Manhattan, Brooklyn and The Bronx issued their draft quotas yesterday, together with printed lists of the registrants in their districts called for examination.

In the list below note the extreme right-hand column, which gives the highest drawing number called in each district. If you live in any of the districts named below, and if your draft number—not your red serial number—is higher than the highest number given in your district, then you will not be called for the present.

In case any district fails to fill its quota its board will issue another call.

MANHATTAN			
District	Headquarters	Quota	Highest number called in Drawing List
91.....	P. S. 1, Henry and Oliver sts.	205	410
95.....	P. S. 21, 260 Mott st.	190	598
97.....	P. S. 147, Henry and Gouverneur	223	991
114.....	Orphan Asylum Office, 82 St. Mark's Place	225	647
117.....	P. S. 61, Twelfth st., east of Avenue B	175	450
132.....	Hunter College, 66th st. and Lexington av.	182	364
146.....	P. S. 156, 145th st., west of Amsterdam av.	196	424
148.....	22d R. A., Fort Washington av. and 168th st.	212	425
149.....	W'ton Library, 179th st., near St. Nicholas av.	201	402
150.....	164 East Ninety-first st.	182	394
151.....	1586 Lexington av.	214	428
152.....	231 East 104th st.	230	476
154.....	Julia Richmond H. S., 60 West 13th st.	160	223
156.....	P. S. 72, Lexington av. and 105th st.	215	430
160.....	P. S. 83, 210 East 109th st.	202	404
THE BRONX			
15.....	P. S. 4, 173d st. and Fulton av.	212	290
BROOKLYN			
23.....	158 Montague st.	—	700
30.....	P. S. 71, Heyward st., near Lee av.	233	600
43.....	P. S. 27, Seventh av. and 79th st.	221	900

## For Health's Sake

Protect your family against deadly summer disease germs, which lurk in sinks, garbage cans, toilet bowls, cellars and damp, foul smelling places. An ounce of

## Acme Lime

is worth a pound of medicine. One of the strongest, most economical and safest disinfectants known. Kills germs and destroys odors instantly. Endorsed by leading health authorities—national, state and city.

Get a large 12 oz. can from your grocer or druggist today at 15c. Refuse all substitutes which may be stale and worthless.

A. Mendleson's Sons  
New York and Albany

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## The Ad-Visor

Wednesday, August 1, 1917

This department is engaged in saps along the steps of advertising, and of the service which has been rendered from the goats—and hanging a bell on the goats. It issues letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

**DOWN in Red Bank, N. J.,** is a company which manufactures "Dr. Kline's Epileptic Remedy" and publishes a little treatise on epilepsy which is addressed "To our friends and the public." The distinction is one of the few honest statements in the propaganda. The relations that must exist between so harmful a preparation and the public which it attempts to victimize can be nothing but strained.

The prospective consumer is introduced in this little booklet to the different kinds of epileptic attacks; he is urged to take the "Remedy" without interruption for as many years as may be necessary; and he is offered a number of testimonials from "patients reporting cures." One devout ex-sufferer thanked God and Dr. Kline for her recovery, and while her statement is a credit to her piety, we can see no reason for dragging Dr. Kline into the matter.

Sufferers are consoled with the mention of many illustrious names of other victims of epilepsy, notably Caesar, Mahomet and Napoleon. Indeed, one is given the impression that the disease is a mark of genius.

The hard facts have not the least glint of humor. They are briefly that Dr. Kline, by his misrepresentations, must have misled many thousands of persons with the promise of recovery, although the most skilled specialist holds out little hope to an epilepsy sufferer. The preparation under chemical analysis appeared to be nothing but a solution of bromides disguised in appearance and flavored by harmless ingredients. The bromides might give temporary relief to the patient during an attack, but they would have no effect upon its cause save possibly an injurious one. Bromides are frequently used by regular practitioners for relief, but they are administered only under most careful observation and control. In Dr. Kline's Remedy they are given secretly and without the necessary observation as to their effects. "Treatment once begun should not be interrupted" in connection with the use of a bromide is a dangerous admonition, yet this is what Dr. Kline urges upon the consumers of his bromide preparation.

Secret remedies of this kind are cruelly harmful, not only in themselves, but because they keep sufferers from placing themselves under proper treatment and so decrease the chance for recovery. The harm they do is almost as great as that wrought by the diseases which they profess to cure.

**HERE are a few instances showing that the satisfied customer is the profitable customer,** and that the premium on a liberal adjustment policy may appear to be high; but it is a sound investment, bringing excellent returns. Italics are ours:

About three weeks ago I purchased a pair of Oxfords at John Ward Men's Shoes, Inc., 1401 Broadway, for \$5. After two weeks' wear one shoe broke at the sole. When I took the matter up with Mr. Ford, of that company, he simply called a clerk and told him to give me a new pair of shoes. To say I was surprised is nothing. I had expected a cross-examination. I took a better pair of shoes for more money to show my appreciation. I shall buy there again and also advise my friends to do so.

J. B.

Service and reliability are the best advertising boomerangs.

In December, 1914, I bought a coat from Oppenheim, Collins & Co. which wore very badly, turning green in spots. I submitted it to the firm for inspection, and to my great surprise it was returned with a credit check for \$10, cleaned and pressed. I immediately went up there and bought a suit, and have told all my friends of their courteous treatment.

M. E. W.

It pays to advertise—if you can make every customer a voluntary advertising agent. We have cases in our files where such an adjustment was refused with scorn and the firm excoriated for refusing to return the entire purchase price. There is a difference in customers as well as in dealers.

About five months ago I purchased a hat for \$2 from Wallach Brothers, at Twenty-ninth Street and Broadway. I did not ask the salesman whether the color would hold, but after wearing it about a month found it gradually turning from its original shade. A few days ago I saw Wallach Brothers' advertisement saying that all their hats were guaranteed to color, quality, etc. I wrote them telling them the facts in the case, and was told to call and see Mr. Wallach about it, which I did. I was given a new hat for the old one, with the only comment that I should have come in to see them sooner. Wallach Brothers shall receive all my trade, not for the hat, but for the business principle that is back of a business that will do the right thing by its customers.

S. B.

The transformation from a casual purchaser to a regular customer is quickly accomplished when merchandise is not only guaranteed, but when the guarantee is a ball-bearing, rubber-tired, smooth-running one like Wallach's.

On April 19 I purchased a light gray coat from Stewart & Co., Fifth Avenue near Thirty-seventh Street, and the following Saturday was caught in a thunder shower, with the result that the light blue silk collar became spotted. I took the coat back, receiving very courteous attention from the clerk and from the buyer of that department. There was no quibbling, simply an investigation, and the next day I received word to come to their store and get another coat of the same value. Stewart & Co. were more than make up their loss on the gray coat through the profit on coats, suits, etc., that will be sold to me and my friends this season. Even if they had not made so liberal an adjustment, however, I would have been tempted to shop there still because of the courteous salespeople. The young lady who sold me the coat made so favorable an impression upon the friend who accompanied me that the latter purchased a coat also.

G. M. L.

This case shows more than liberal treatment on the part of the store. No merchant can be expected to guarantee that any but a rain coat can be worn in a thunder shower. Here is a case where additional sales resulted not so much from the adjustment as from the courtesy of the salesperson—a whole merchandising sermon in itself.

**ON SATURDAY, June 23,** a Mr. Kelly, of Messrs. Andrews & Co., called me on the telephone and mentioned the desirability of my purchasing stock of the Smith Form-A-Truck Company. I am not acquainted with Mr. Kelly, and I have never done business with Andrews & Co. In conversation with Mr. Kelly I informed him I would consider the purchase of 100 shares. Imagine my surprise to receive by registered mail the inclosed letter from Messrs. Andrews & Co.

JOHN P. MACK.

The letter from Andrews & Co. inclosed a bill for \$1,000 and read:

As a result of telephone conversation with Mr. Kelly, we have to-day sold you 100 shares of Smith Motor Truck common stock at \$10 per share, for which we inclose confirmation herewith.

It is our understanding that you send us a check for \$300 at once. Immediately upon receipt of your remittance in full we will have this stock transferred in your name and sent to you without delay.

If any corrections are necessary kindly advise us immediately.

Thanking you for this item of business and trusting to be given an opportunity to serve you again, we are very truly yours,

ANDREWS & CO.

Mr. Mack rightly refused to be bullied into buying the stock. He informed Andrews & Co. that while he had promised Mr. Kelly to consider the purchase of 100 shares, he had reached a decision, viz., that he would not buy through them either Smith Motor Truck stock or any other. It is the first lesson in the primer of salesmanship that a prospective customer must not be coerced into buying. The psychology of selling is based upon the idea that the best patronage results from stimulating the buyer the desire to possess, not through the use of a club, which immediately suggests resistance.

**I BOUGHT a Clermont** "because the pattern appealed to me." The inclosed "listens good" to I wonder if the manufacturer's guarantee is "fair enough," according to The Tribune standard?

PAUL C. BAHRENBURG.

Part of the circular attached reads:

We would like you to "watch" this shirt throughout its life—for your sake as well as ours.

If it doesn't perform its duty in every respect we want you to tell us, and we'll give you another one for it.

When it lives up to its reputation, we want you to insist on a Clermont whenever you buy a shirt.

That's fair enough, isn't it?

It certainly is.

(The next Ad-Visor will appear Sunday, August 5.)